ADDITIONAL NEEDFINDING / DEFINE & IDEATE

A2

Food systems, made personal.

Connecting the people, stories, and personal needs behind everyday food choices.



Charlotte · Emma · Erin · Davido

From growing food to understanding it.



WE STARTED WITH

Sustainable food systems, ag-tech, and the farm-to-table experience.

WE ARE FOCUSING ON

How people understand who made their food, what care went into it, and whether it fits their lives.

The opportunity is not simply more food information. It is context people can use.

ADDITIONAL NEEDFINDING

Three new interviews, one A1 perspective

NEW



Reese

Personal chef
+ home grower

NEW



Nina

Repeat grocery
+ market shopper

NEW + EXTREME



Alex

Food-platform
founder

A1 CARRY-FORWARD



Natalie

Vegan college
student

1. Personal Chef: The care is there but the story is not.

Reese, a maker who grows some ingredients herself, balances quality and cost, and learns clients through a high-touch service.



> “I want to create a story behind the food and why I picked that... I just don’t have the capacity to do it.”

REESE · NEW A2 INTERVIEW

Insight: Any solution involving food storytelling must avoid creating additional work for producers.

WHAT REACHES THE CLIENT

A menu label and reheating instructions.

WHAT STAYS WITH THE MAKER

Seasonal inspiration, ingredient origins, and pride in growing.

2. Repeat Shopper: Similar quality yet different feeling of trust.

Nina regularly shops at Whole Foods, Costco, and farmers markets.



STORE VS. MARKET

“The quality is pretty much the same.”

“There’s a feeling of trust that he’s not lying about his product.”

NINA · ON THE PRODUCER SELLING IN PERSON

TENSION

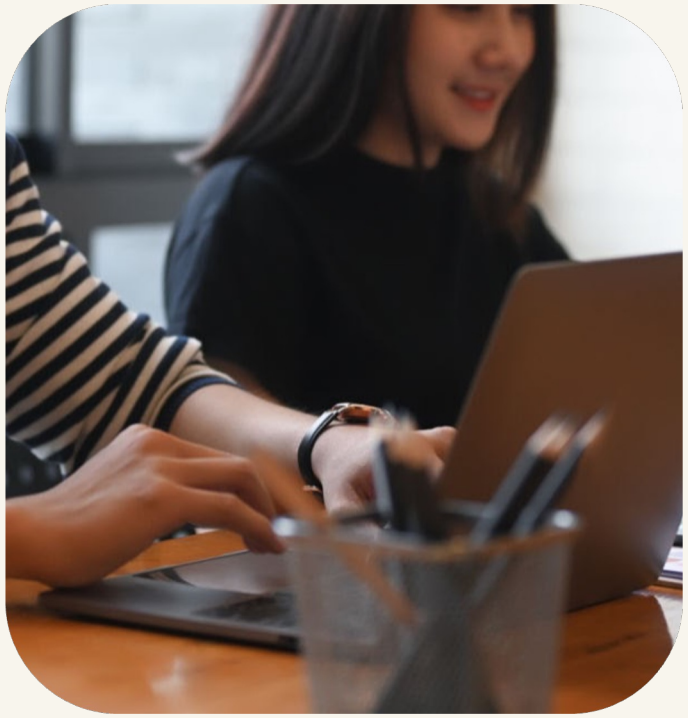
Quality parity does not mean trust parity.

INSIGHT

The producer’s presence may act as an accountability cue.

3. Startup Founder: A marketplace cannot assume trust.

Alex has built for both home cooks and their customers, so is **extreme** on the axis of operational experience.



> “What was even more surprising was how hard it was to gain the trust of the supply side.”
>
> ALEX · FOOD-PLATFORM FOUNDER

Insight: Build on existing trust and community relationships rather than replacing them.

1. **Existing channels already worked**

   Home cooks were already selling through social networks.

2. **A new, “tech-y” platform brought new costs..**

   Suppliers wanted proof it would work and resisted giving up a cut.

4. Vegan Eater: “Vegan” is a category; her life is not.

Natalie’s A1 synthesis retained because it exposes the mismatch between general labels and personal food decisions.



VALUES

Environmental considerations

INGREDIENTS

Specific foods she avoids

LOGISTICS

Where and when options work

SOCIAL LIFE

Coordinating with others + having good friends

Insight: Food preferences aren't just standardized labels. Rather, they're personal, contextual, and sometimes social.

What changed beyond A1?

Three new interviews made the information gap more specific.

Trust has to survive absence.	Nina describes greater trust when the maker is there. Alex says trust is hard on both sides.	***Make accountability visible and not merely branding.***
Stories have a labor cost.	Reese's sourcing and care outpace what she has time to communicate.	***Do not require producers to become full-time content creators.***
Personalization is contextual.	Alex's food offering struggled to fit what people wanted at a given moment; Natalie's A1 synthesis describes her own rules.	***A static category is not the same as a useful decision.***

Initial POVs from Studio 2

Nina's POVs

POV 1 — Trust Comes From Knowing the Person Behind the Food

We met… A health-conscious young shopper who regularly shops at Whole Foods and farmers markets and has grown up in a family that prioritizes fresh, recognizable ingredients.

We were surprised to notice… Although she sees Whole Foods and farmers markets as offering similarly high-quality food, she described a different kind of trust at the farmers market: when the producer personally sells the product, she feels that "he's not lying about his product" and that the food somehow feels fresher because she can connect it to the person who made it.

We wonder if this means… People may judge food quality not only through labels, ingredients, or certifications, but also through the feeling of accountability that comes from knowing—or at least seeing—the person behind the product.

It would be game-changing to… Help shoppers experience the trust and closeness of buying directly from a producer even when they are purchasing food in a more anonymous retail environment.

POV 2 — "Healthy" Food Has a Social Image Problem

We met… A young shopper who genuinely enjoys seeking out clean brands, fresh foods, and healthier ingredients, but whose friends do not necessarily share the same enthusiasm.

We were surprised to notice… Her friends assume that the food she eats will "taste worse" because it is healthier, yet she said their perception changes once they actually try her food and realize that "it's not bad different."

We wonder if this means… For some young people, the barrier to healthier or more sustainably sourced food may not be taste itself, but an expectation that choosing healthier food requires sacrificing enjoyment.

It would be game-changing to… Help people discover that healthier or more thoughtfully sourced food can feel desirable and enjoyable rather than like a compromise.

POV 3 — Food Values Are Learned Before They Are Chosen

We met… A shopper who has prioritized fresh and minimally processed food for years and who attributes much of that behavior to the way she was raised by her parents and sister.

We were surprised to notice… Many of the rules she now follows while shopping—being able to read the ingredients, choosing fresh food, avoiding overly processed foods—were not habits she independently developed later in life; they were normalized in her household from an early age.

We wonder if this means… What feels like an individual food preference may actually be a deeply learned family habit, meaning that people who were never exposed to those norms may not naturally know what to look for or why it matters.

It would be game-changing to… Give people who did not grow up with strong food literacy the kinds of cues and knowledge that others absorb naturally from their families.

Alex's POVs

POV 1 — Probably the strongest across interviews

We met… a founder who tried to connect consumers seeking trustworthy, home-cooked food with small independent food producers.

We were surprised to notice… that the hardest part was not simply finding people who wanted local or home-cooked food. Vendors also had to feel that participating was worth the loss of time, margin, flexibility, and control over their existing customer relationships.

We wonder if this means… that consumers and small food producers may both value "local" and "personal" food, but experience that value very differently: consumers want reliability, convenience, transparency, and choice, while producers often need flexibility, independence, and enough economic upside to justify the extra work.

It would be game changing… if small food producers and consumers could interact in a way that preserved the personal, trusted qualities people value in local food without forcing producers to sacrifice the autonomy that makes small-scale food work possible.

POV 2 — Trust vs convenience

We met… Alex, who built a marketplace intended to make buying from unfamiliar home chefs feel safe, transparent, and convenient.

We were surprised to notice… that the things required to create trust — vetting, permits, ingredient disclosure, chef profiles, and accountability — also introduced substantial friction for the very producers the marketplace depended on.

We wonder if this means… that people want food to feel both personal and trustworthy, but the systems that guarantee trust can make local food feel more institutional, burdensome, or difficult to provide.

It would be game changing… if consumers could feel confident about where their food comes from and who made it without requiring small producers to absorb so much verification and administrative burden that participation stops being worthwhile.

POV 3 — "I want exactly what I want, when I want it"

We met… Alex, whose marketplace tried to give consumers access to a rotating selection of meals from local home chefs.

We were surprised to notice… that even when there was both supply and demand, the marketplace could still fail because consumers wanted a particular kind of food at a particular moment, while small producers could not offer restaurant-like consistency or unlimited choice.

We wonder if this means… that modern consumers have learned to expect abundance and immediacy from food systems, even when they also say they value small-scale, local, or personal production.

It would be game changing… if consumers could feel satisfied by the variability and seasonality of small-scale food rather than experiencing limited availability as a failure of convenience.

POV 4 — "Local food" depends on relationships

We met… Anh, who tried to formalize an existing informal market where home cooks were already selling food through social networks and community groups.

We were surprised to notice… that bringing those transactions onto a formal marketplace did not automatically make them easier; the informal market already contained relationships, reputation, and trust that the platform then had to recreate.

We wonder if this means… that what consumers value about local food may not just be the product itself — it may be the relationship, story, familiarity, and sense of knowing who produced it.

It would be game changing… if food systems could scale access to local producers without stripping away the human relationships that make buying local meaningful in the first place.

Reese's POVs

POV 1 — The Story Gets Lost

We met… a sustainability-minded personal chef who carefully chooses seasonal ingredients, grows some of her own food, and wants clients to understand the thought and care behind each meal.

We were surprised to notice… Although Riza believes the story behind a meal is an important part of what makes it meaningful, she currently gives clients little more than a label and reheating instructions because, as she told us, "I want to create a story behind the food and why I picked that… I just don't have the capacity to do it."

We wonder if this means… Food makers do not necessarily lack meaningful stories to share; instead, the work of sourcing, growing, cooking, and serving leaves them too little time to make those invisible stories visible to the people eating their food.

It would be game-changing to… Help food makers carry the care, provenance, and meaning behind their ingredients all the way to the person eating them without requiring substantially more time or labor.

POV 2 — Trust Is More Personal Than a Label

We met… a chef who actively seeks organic and sustainably sourced ingredients but feels most confident in food she has grown herself because she knows exactly how it was produced.

We were surprised to notice… Even though they deliberately buys organic food, she does not automatically trust the "organic" label. She feels greater confidence in ingredients from her own garden because she knows everything about their origins—even what fertilizer was used—and noted that suppliers are not always transparent about "how organic is organic."

We wonder if this means… People may build trust in food not simply through certifications or labels, but through feeling closer to the people and processes responsible for producing it.

It would be game-changing to… Help people experience the transparency and personal connection of knowing where their food comes from even when they cannot grow it or meet its producer themselves.

POV 3 — Scaling Threatens the Thing That Makes It Work

We met… a growing personal chef whose high-touch service depends on getting to know clients deeply—talking with them, observing their habits, checking what they actually ate, and gradually learning preferences they may not be able to articulate themselves.

We were surprised to notice… The information she relies on most does not come from her formal onboarding questions. She checks clients' refrigerators, notices what disappears, learns what their children actually eat, and discovers preferences only after trust develops—yet she worries that scaling her business will force her to sacrifice exactly this intimacy.

We wonder if this means… For high-touch food providers, personalization may depend less on collecting more explicit preference data and more on preserving the subtle observations and relationships through which preferences are revealed.

It would be game-changing to… Enable food providers to grow while preserving the personal understanding and sense of care that normally depend on one-to-one relationships.

Natalie's POVs

POV 1 — Dietary needs become a planning system

We met… a vegan college student who also has to avoid certain inflammatory foods and ingredients, so eating safely requires more than just choosing "vegan" options.

We were surprised to notice… that she has built a highly personalized system for navigating food: she knows which dining halls are best on which days, checks ingredients online, keeps backup foods in her dorm, and grocery shops specifically for days when campus options fail her.

We wonder if this means… that people with dietary restrictions do not just need "more options"; they need ways to predict whether a food environment will work for them before they get there.

It would be game changing… if she could confidently know where and what she can eat throughout her day without constantly checking menus, remembering exceptions, or preparing backup plans herself.

This is probably my #1 pick for CS 147.

POV 2 — Restriction can reduce decision fatigue

We met… Natalie, who has lived with veganism for most of her life and has learned to navigate a relatively narrow set of food options.

We were surprised to notice… that having fewer options sometimes makes eating less stressful, not more. Natalie said that because she already knows the few choices that work for her, dining halls can actually feel easier than they do for someone who can eat anything.

We wonder if this means… that the problem is not always lack of choice; sometimes the real burden is having to evaluate too many uncertain choices.

It would be game changing… if food environments helped people quickly narrow a large menu into a small set of options they can trust, rather than making them repeatedly inspect everything themselves.

This one is very HCI-ish because it challenges the assumption that "more options = better."

POV 3 — Friends become part of the food interface

We met… Natalie, whose friends understand her dietary restrictions and often adapt where they eat based on what works for her.

We were surprised to notice… that her food decisions are not just individual; her friends remember her restrictions, suggest compatible places, and sometimes explicitly ask her to choose the most dietary-friendly option for the group.

We wonder if this means… that managing dietary restrictions is partly a social coordination problem, not just a menu-information problem.

It would be game changing… if groups could choose where and what to eat in a way that automatically accounted for everyone's needs, without making one person repeatedly explain or advocate for their restrictions.

This has a lot of design potential: group dining, shared preferences, coordination, social awkwardness, inclusivity.

...then selected our top 3.

INITIAL POV 1

We met… A health-conscious young shopper who regularly shops at Whole Foods, Costco, and local farmers markets and has grown up prioritizing fresh, recognizable ingredients.

We were surprised to notice… Even though she sees Whole Foods and farmers markets as offering similarly high-quality food, she described feeling a stronger sense of trust when the producer is physically present. She explained that when the farmer comes and sells the product himself, it feels like “he’s not lying about his product,” and the food somehow feels fresher.

We wonder if this means… People may judge food quality not only through labels or certifications, but through the sense of accountability and transparency created by knowing who produced it.

It would be game-changing to… Help shoppers feel personally connected to the people behind their food even when the producer is not physically present at the point of purchase.

INITIAL POV 2

We met…a sustainability-minded personal chef who carefully chooses seasonal ingredients, grows some of her own food, and wants clients to understand the thought and care behind each meal.

We were surprised to notice…Although Rizza believes the story behind a meal is an important part of what makes it meaningful, she currently gives clients little more than a label and reheating instructions because, as she told us, “I want to create a story behind the food and why I picked that… I just don’t have the capacity to do it.”

We wonder if this means…Food makers do not necessarily lack meaningful stories to share; instead, the work of sourcing, growing, cooking, and serving leaves them too little time to make those invisible stories visible to the people eating their food.

It would be game-changing to…Help food makers carry the care, provenance, and meaning behind their ingredients all the way to the person eating them without requiring substantially more time or labor.

INITIAL POV 3

We met…a vegan college student whose food choices are shaped not only by veganism, but also by health concerns, environmental values, and ingredient-specific restrictions.

We were surprised to notice…that labels like “vegan,” “healthy,” or “organic” are often not enough for her to decide whether a food actually fits her needs. She has developed her own detailed rules for evaluating ingredients and food sources.

We wonder if this means…that food systems organize information around standardized categories, while people actually make food decisions using **personal, overlapping, and context-dependent criteria**.

It would be game changing…if she could understand what a food means for her specifically, without repeatedly translating generic labels and ingredient lists into her own set of rules.

POV 1 · NINA

Trust comes from seeing the producer



WE MET…

Nina, a health-conscious shopper who regularly shops at Whole Foods, Costco, and local farmers markets.

WE WERE SURPRISED…

She describes similar food quality across stores and markets, yet greater trust when the producer sells the product in person.

WE WONDER IF THIS MEANS…

People may judge quality through the accountability of knowing who produced their food and not only through labels.

IT WOULD BE GAME-CHANGING TO…

Help shoppers feel personally connected to producers who are absent at the point of purchase.

“There’s a feeling of trust that he’s not lying about his product.”

POV 2 · REESE

The story gets lost





WE MET…

Reese, a sustainability-minded personal chef who chooses seasonal ingredients, grows some of her own food, and wants clients to understand each meal's care.

WE WERE SURPRISED…

The story matters to her, but clients mainly receive a label and reheating instructions because she lacks capacity to share more.

WE WONDER IF THIS MEANS…

Food makers may have rich stories but too little time to make them visible while sourcing, growing, cooking, and serving.

IT WOULD BE GAME-CHANGING TO…

Carry the care, provenance, and meaning of ingredients to the eater without substantially more time or labor.

"I want to create a story behind the food and why I picked that… I just don't have the capacity to do it."

POV 3 · NATALIE

Generic labels are too coarse



Nutrition Facts
Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving

Calories 230	Calories from Fat 72
	% Daily Value*
Total Fat 8g	**12%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**12%**
Dietary Fiber 4g	**16%**
Sugars 12g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Nutrition Facts
8 servings per container
Serving size **2/3 cup (55g)**

Amount per serving
Calories **230**

	% Daily Value*
Total Fat 8g	**10%**
Saturated Fat 1g	**5%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 160mg	**7%**
Total Carbohydrate 37g	**13%**
Dietary Fiber 4g	**14%**
Total Sugars 12g	
Includes 10g Added Sugars	**20%**
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

WE MET…

Natalie, a vegan college student whose food choices also reflect health concerns, environmental values, and ingredient-specific restrictions.

WE WERE SURPRISED…

Broad labels are not enough to determine fit. She uses detailed personal rules to evaluate ingredients and food sources.

WE WONDER IF THIS MEANS…

Food information uses standardized categories, while decisions involve personal, overlapping, context-dependent criteria.

IT WOULD BE GAME-CHANGING TO…

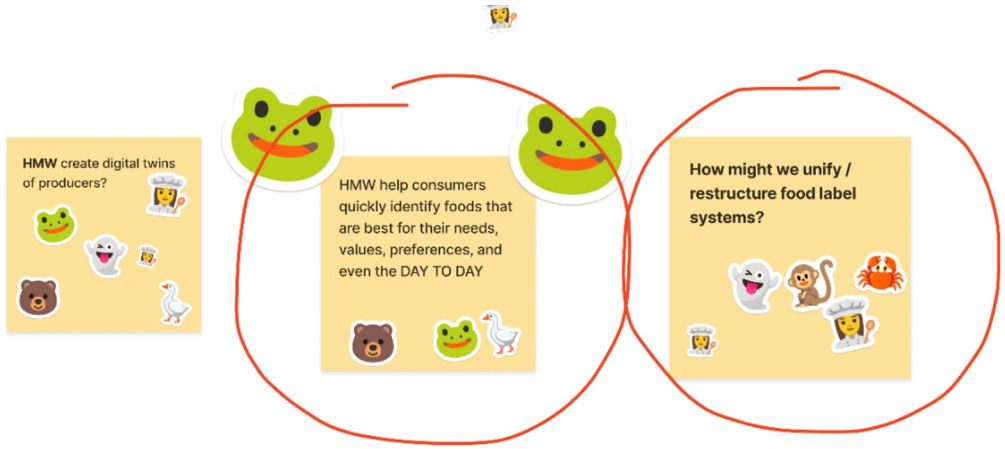
Help her understand what food means for her specifically without repeatedly translating generic labels into her own rules.

“I have two options, and I don’t get stressed about picking.”

Our Approach ~ Diverge. Vote. Vote again!

Two heatmap-sticker voting rounds for HMWs, then two more for solutions.

HMW SELECTION

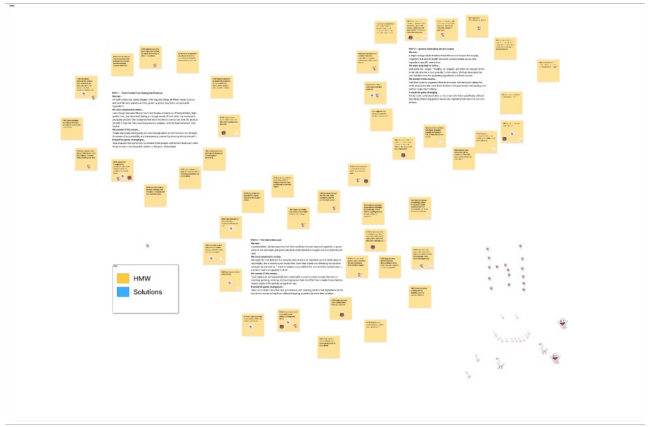


Broad yellow-note brainstorm → shortlist → 3 HMWs

Picking the top 3 HMWs... behind the scenes

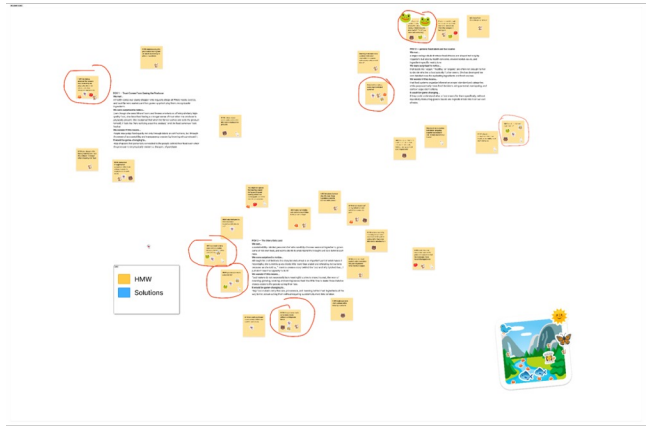
ROUND 01

First round: generating 10+ per POV



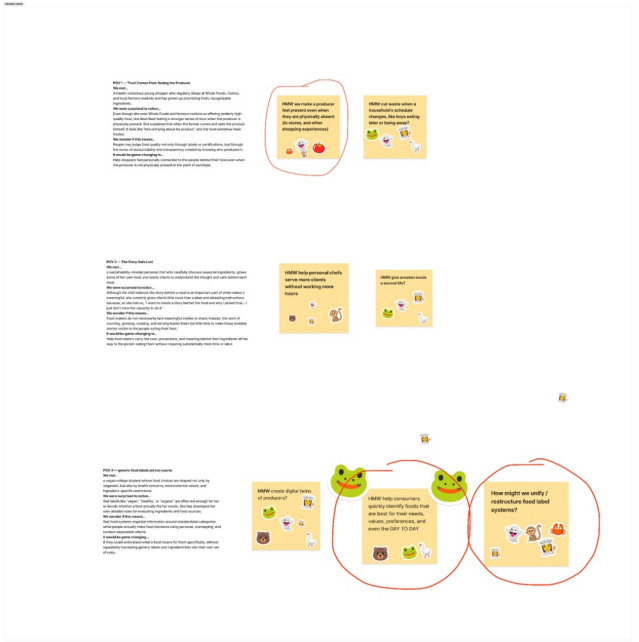
ROUND 02

Next round: heatmap voting to narrow down



ROUND 03

Final round: picking our top 3 HMWs



THREE SELECTED HMWS

How might we...

01



Make a producer feel present, even when physically absent?

NINA / POV 1

02



Quickly find foods that fit needs, values, preferences, and the day-to-day?

NATALIE / POV 3

03



Unify / restructure food label systems?

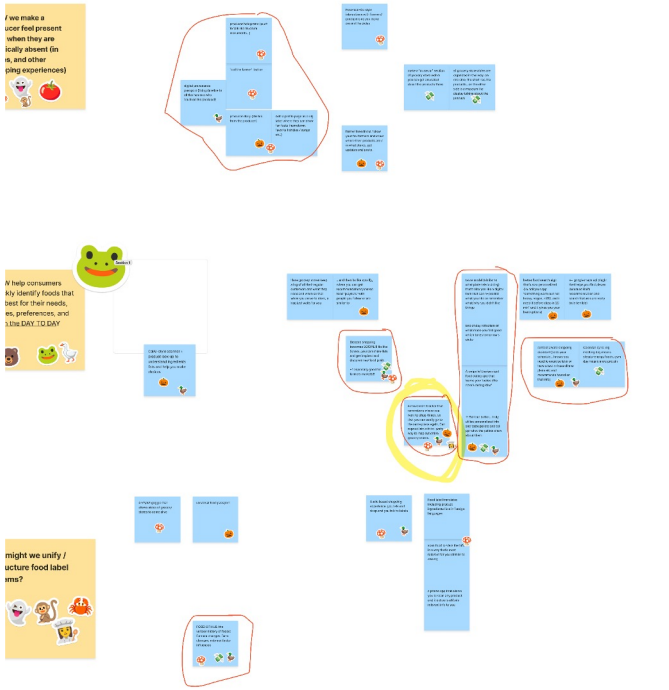
NATALIE / POV 3

Picking the top 3 Solutions...also heatmap voting!

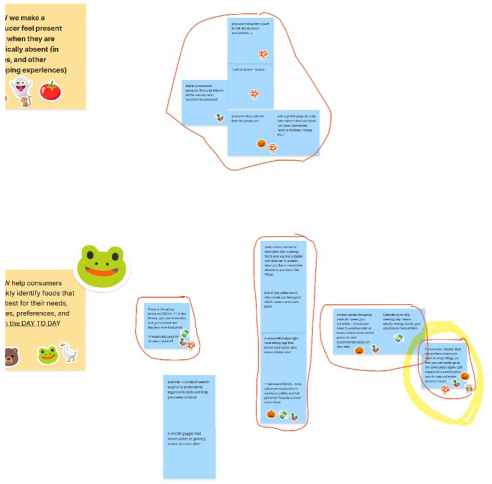
01 / INITIAL BRAINSTORM



02 / CLUSTERING & VOTING



03 / FINAL SHORTLIST



Our 3 solutions (decided via Heatmap "sticker" voting)...

1. A movement tracker that remembers where/when you went to shop things (aka "context-aware shopping"), so that you can easily go to the same place again. Can expand into a third-party way to map out entire grocery stores.
   a. test to see if people can remember and actually find it useul to know what they bought previously, like give them thier made up "history log" of what they bought from a lst of stores, and then do like A-B testing, where have some people not been given this hsitory log and some people have been given this log and see if people hit all of their grocery essentials more likely bc they have a log/history.
      i. assuming that people actually find it useul to know what they bought previously and will reference
2. AR/VR/camera-scanner that allows food labels to come "alive" and/or be distilled into more relevant/readable/personalized content (and/or that toaches/inspires you via learning about the producer story)
   a. put 3 food items/products and on one side of table, show paper showing the dense nutrional label and on other side of table, you show a much more distilled "label" or like a cooler summary with like pictures, stories, testimonials and see which label they prefer looking at. or like have differnet versions of labels and have them flip through and see which one they like
      i. assuming people prefer nicer/distilled labels...
3. Grocery shopping becomes SOCIAL!!! It's like Strava but for food...you can share lists and get inspired and discover new food pref. especially good for farmers markets!!
   a. have an activity where people write out there favorite foods to buy (do this at TJ or someting) or have . TJ/costco/sfaeway catalog and have people circle everything they like.....and then with the multiple people interacting with this station, have them pass around their lists and see if/how they inspire each other
      i. assming peole will be inspired by seeing other peoples shoping lists and get knowledge/info from it

Our Top 3 Solutions

SOLUTION 01

“Living Labels”

Interactive AR/Hologram Product Experience

“AR/VR/camera-scanner that allows food labels to come “alive” and/or be distilled into more relevant/readable/personalized content (and/or that teaches/inspires you via learning about the producer story).”

SOLUTION 02

Context-aware shopping

Kind of like a Movement Tracker

“A movement tracker that remembers where/when you went to shop things (also, “context-aware shopping”), so that you can easily go to the same place again. Can expand into a third-party way to map out entire grocery stores.”

SOLUTION 03

Social grocery discovery

Social Food Experience ("Strava for Food")

“Grocery shopping becomes SOCIAL!!! It’s like Strava but for food...you can share lists and get inspired and discover new food pref. especially good for farmers markets!!”

Solution #1: Living labels

Interactive AR/Hologram Product Experience



Bring the story behind food labels to life through a camera / AR layer / hologram that displays producer info and story

CRITICAL ASSUMPTION

Frequent shoppers see common food products and glean relevant info from labels quickly and easily.

Why make-or-break: If shoppers already extract info from product labels perfectly, an interpretation tool may add little value.

How we tested

01 · TARGET PARTICIPANTS

Focused on **5 students** who often helped shop back at home.

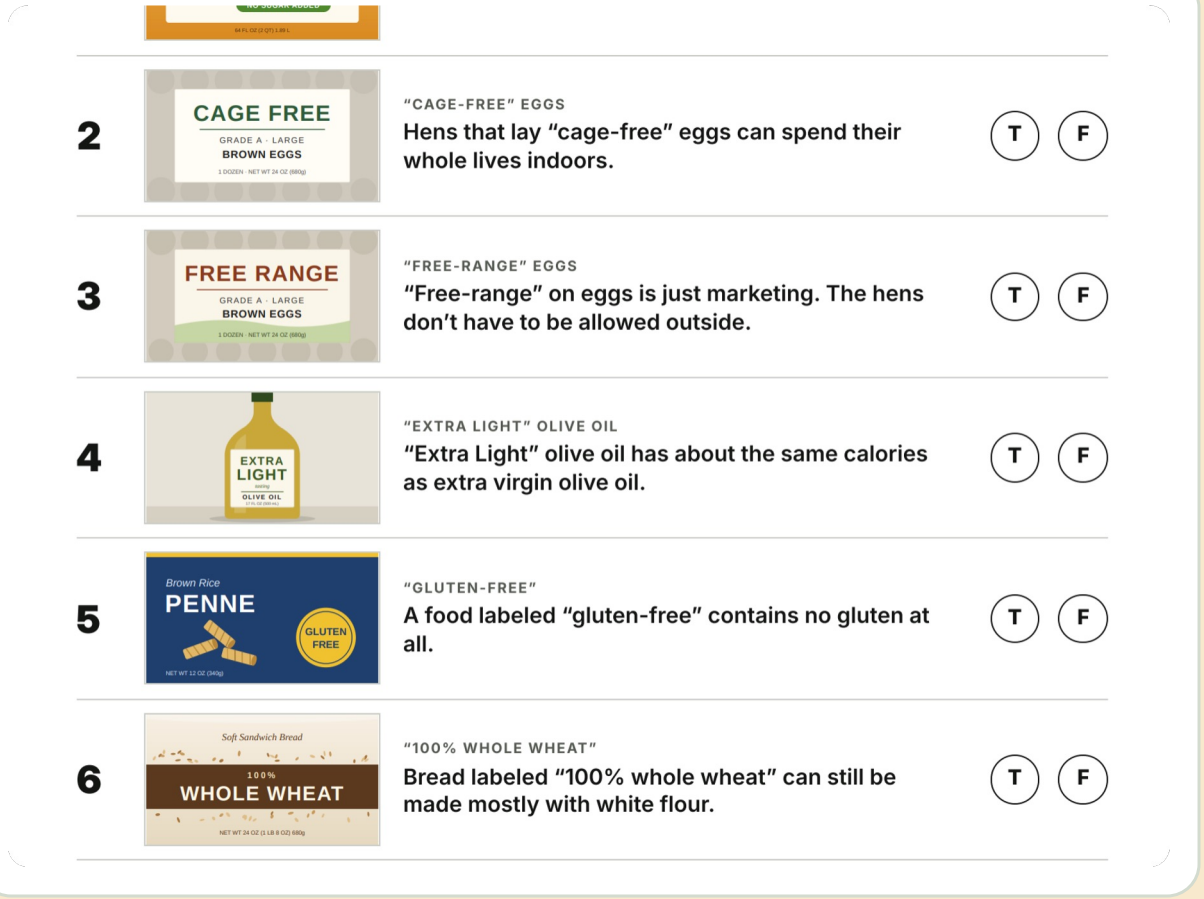
02 · TEST FORMAT

Printed test of **13 true-or-false questions** regarding common supermarket food labels.

03 · DESIGN TOOL

Claude Design was used to generate illustrations and formatting to make the quiz look nicer.

Note: Davido got sick :(and opted to work on a prototyping method that is primarily digital work.



What did we learn?

Main finding: Even people familiar with grocery shopping struggled with some food-label claims.

TEST RESULT

7.2 / 13

Average Quiz Score

Methodology Note:

Intentionally disclosed the answer after every question filled.

(3 out of 5 participants completed an online interactive version)

01 · SHOPPER AWARENESS

Participants sometimes unsurprised when answers were wrong + know labels are misleading, but can't discern them

02 · PRODUCT DIRECTION

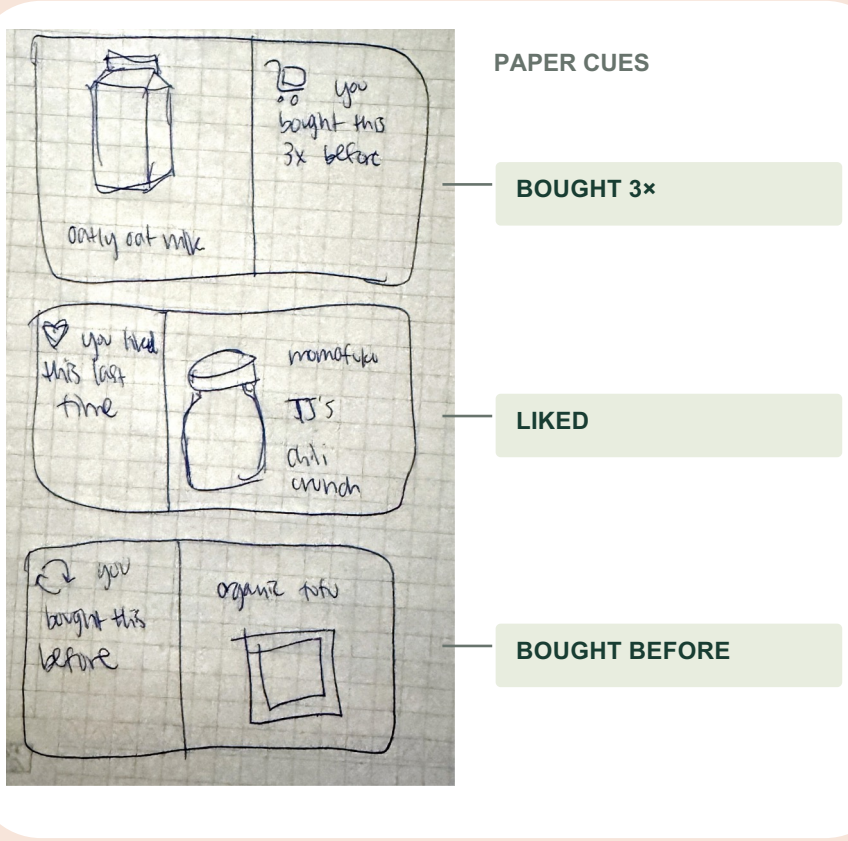
Add full-body label scanner + testing hologram approach and necessity

03 · VALUE PROPOSITION

Users will immediately see the solution's value

Solution #2: Context-aware shopping

Kind of like a “Movement” Tracker



Remember what you bought, where you found it, and when, so useful food choices are easier to repeat.

CRITICAL ASSUMPTION

People forget useful details from past shopping trips, and those forgotten details become relevant again on future trips.

Why make-or-break: If people already remember everything important—or don't care about the reminders—there is little reason to build a tracking system.

Two trips. Paper cues. Real reactions.

TRIP 1
Choose freely

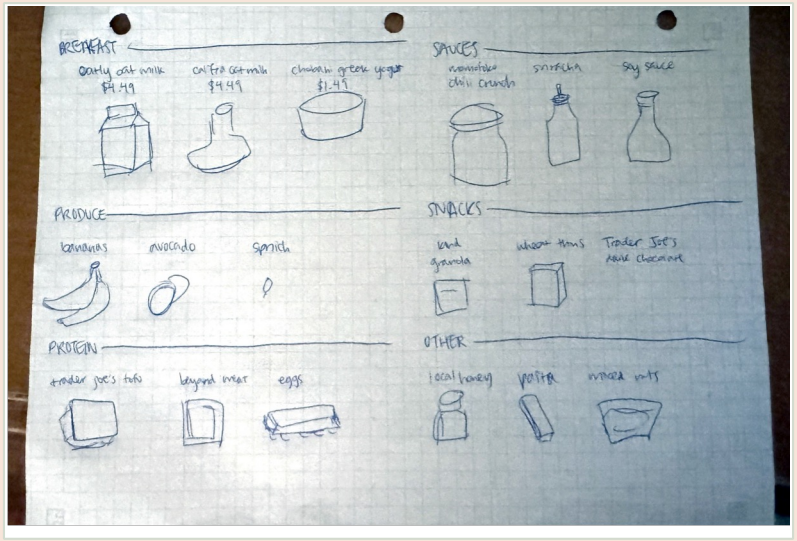
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BRIEF BREAK
Unrelated distraction

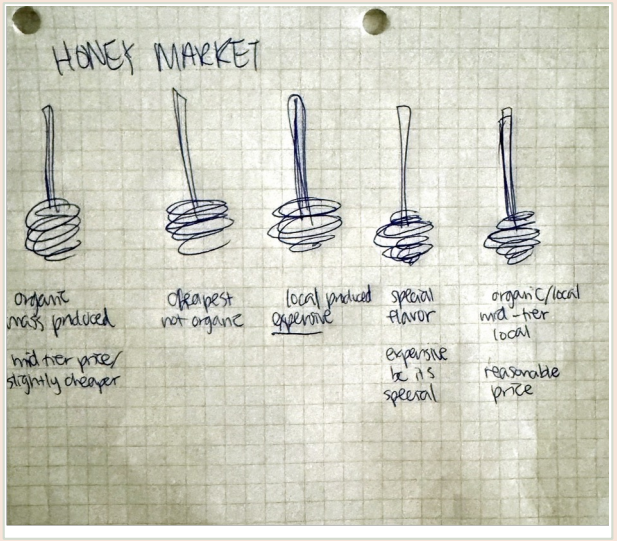
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TRIP 2
Browse + see memory cues

(e.g. "You bought this before", "You liked this last time.")



HAND-DRAWN STORE



SIMILAR HONEY OPTIONS



PARTICIPANT REVIEWING A CUE

Participant Info: 2 Stanford students - both into sustainability. one very economical and frugal (quality for price), and another is more experimental/likes to try new foods

The value was rediscovery, not repetition.

DID NOT WORK

Location history
Would remember, or buy a substitute.

3× Purchase counts
A reminder, not a reason to buy.

Receipt uploads
Too much work: a dealbreaker.

PROMISING SIGNAL



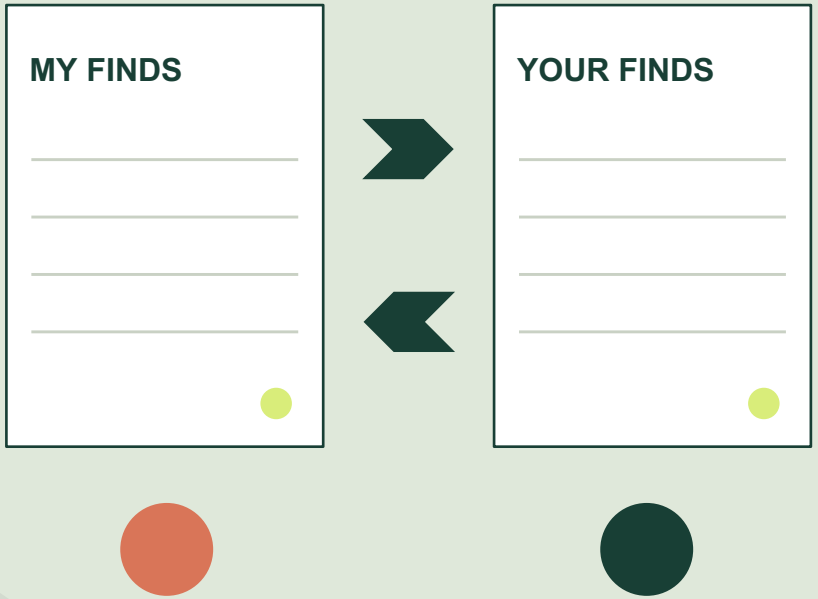
A tofu reminder could inspire a dish not already on the list.

SHIFT TO EXPLORE

Resurface forgotten favorites, with less logging.

Solution #3: Social grocery discovery

Social Food Experience ("Strava for Food")



Share favorite grocery finds and shopping lists so other people can discover foods they would not have considered.

CRITICAL ASSUMPTION

Seeing other people’s grocery lists will inspire people and give them useful new information.

Why make-or-break: Sharing becomes empty activity if another person’s list never helps someone choose.

How we tested

STEP 1

Share your staples

Each person anonymously wrote a line about themselves, their go-to stores, and 5–8 grocery favorites with where they buy each one. They starred their top pick and explained why they love it.

STEP 2

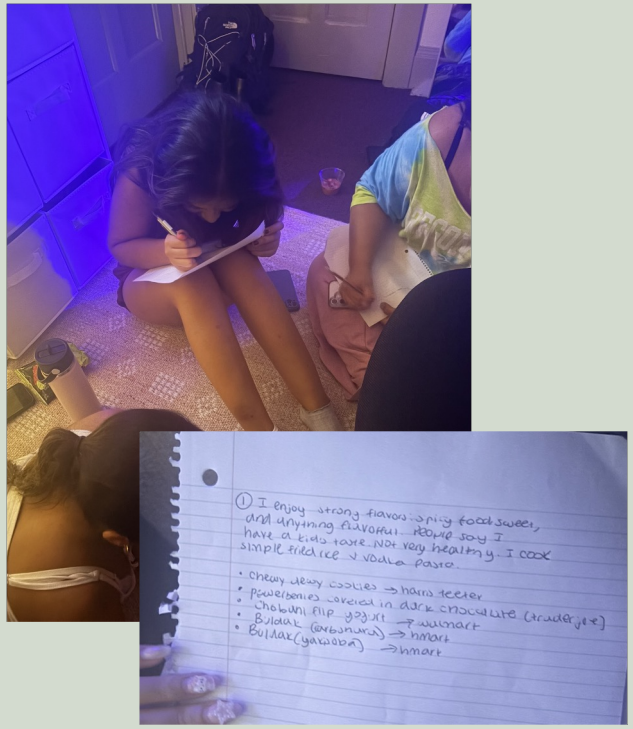
Pass + react

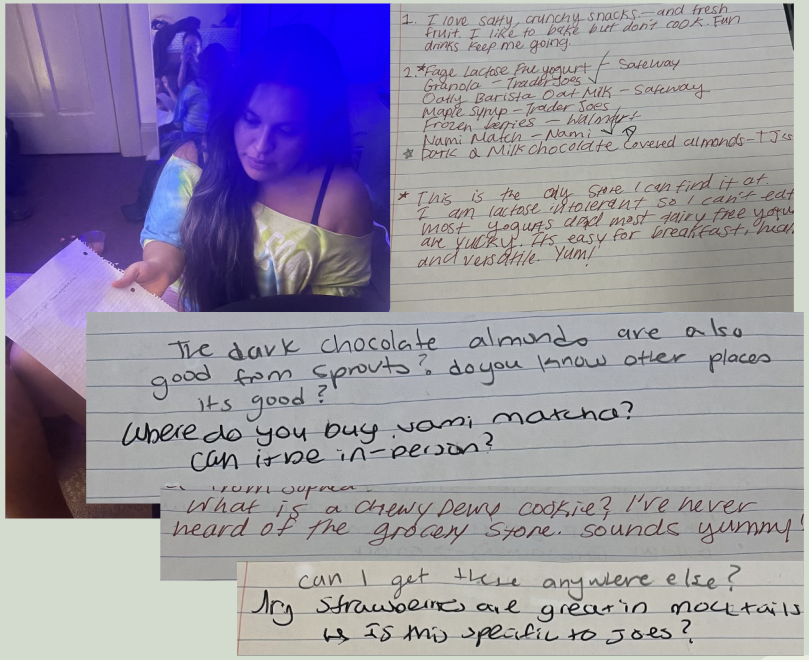
Lists moved around the circle. Readers checked items they'd try and wrote questions or tips on the back.

STEP 3

Answer + debrief

Owners answered their questions. Then a group debrief: what would you buy, what convinced you, would you share with strangers?







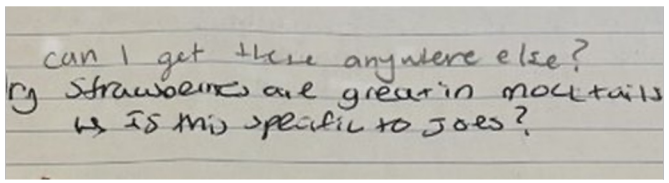
We watched for: reactions out loud · hesitation while writing · the questions people asked · which items and stores sparked interest

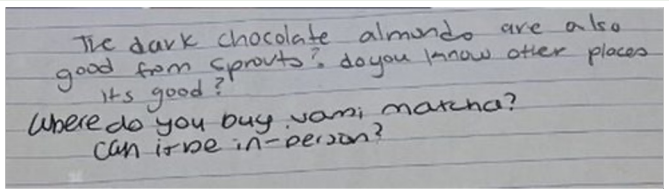
Participant info: 4 people ages (18-22) with different food habits: a lactose-intolerant shopper who relies on specific brands, a salty-snack and fresh-fruit lover, a baker, and a health-focused Whole Foods regular. Together they shop at Trader Joe's, Safeway, Sprouts, and Whole Foods.

What did we learn?

INSIGHT 1

One store wasn’t enough

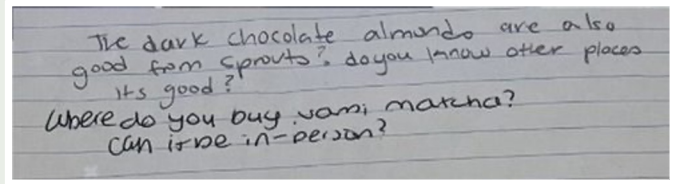


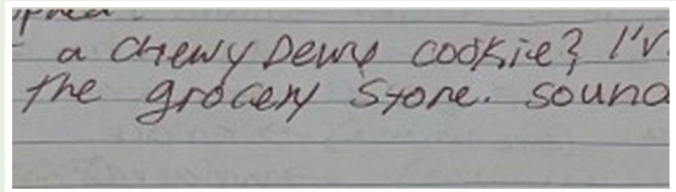


Every item already had a store written next to it, yet readers still asked **where else** they could get it and whether they could buy it in person.

INSIGHT 2

Lists turned into conversations

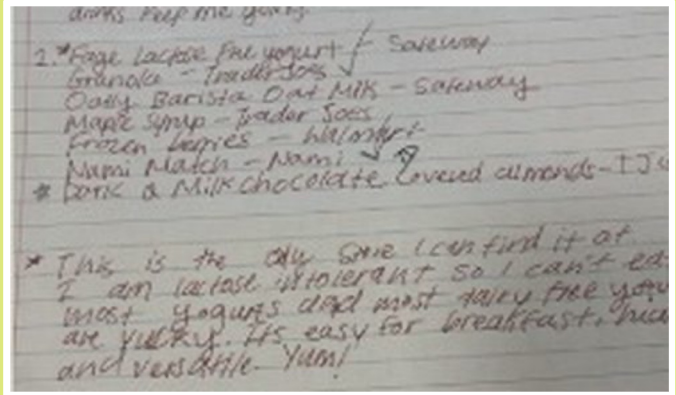




Readers didn't just react. They **added tips**, suggested other stores, and discovered stores they'd never heard of.

INSIGHT 3

Context builds trust



“I'm lactose intolerant… this is the only one I can find.” A real reason made a recommendation feel **credible**.

Which concept should move forward?

	Context-aware shopping	Living labels	Social grocery discovery
Interview connection	Natalie’s personal rules; Nina’s repeat vendors	Nina’s trust; Reese’s lost story; Natalie’s information fit	Natalie’s social coordination; Nina’s friends and discovery
Must be true	People actually consult their history	The new label adds useful value	Another person’s list helps a decision
Evidence still needed	Log use + missed essentials	Chosen information + reason / gaps	New discovery + reason for change (+ socializing with producers themselves?)

Social grocery discovery is the strongest starting hypothesis.

One concept touches four evidence threads.

NINA	Perceptions of what food to buy/try changes when engaging with real people.
NATALIE	Her friends remember her dietary needs and help her navigate food decisions.
REESE/ALEX	Informal food communities already thrive on relationships, stories/recommendations, trust.
ALEX	Formal food marketplaces rely on informal relationships and trust.

Potential ethical risks...

CONCEPT	DESIGNED FOR	RISK / EXCLUSION	DESIGN RESPONSE
Context-aware shopping	Repeat shoppers managing several stores.	Shopping and location histories can expose routines; passive tracking excludes people who decline it.	Explicit opt-in, editable history, deletion, and a manual path.
Living labels	Shoppers balancing criteria; producers with stories to share.	Overconfident summaries can hide uncertainty; visual / phone-only use and creator workload can exclude people.	Keep sources and original facts visible; accessible alternatives; maker consent.
Social grocery discovery	**People seeking inspiration from peers.**	**Lists can reveal sensitive preferences; popularity can crowd out affordability and minority food cultures.**	**Private by default; selective sharing; no public location trail or health ranking.**

THANK YOU



Charlotte · Emma · Erin · Davido

Discussion & feedback